

GMID by the Numbers



APRIL 14, 2016

On **April 14, 2016**, meetings and events professionals all around the world came together to showcase the **real impact** that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions have on **people, business and local economies**. Here are a few of the highlights:

- Over **100 events** were held in over 30 countries across 5 continents
- Between April 11th and 18th, the **#GMID16** hashtag had over **37 million impressions** and was used in almost 7,000 tweets
- Other top hashtags associated with GMID included #eventprofs, #mmbusiness and #mpi
- Over 1,000 Facebook users talked about GMID
- The **governors** of Maryland and Kentucky, along with the **mayors** of Ottawa, Edmonton, Phoenix, Baltimore, Buffalo and Mobile, Alabama all **signed proclamations** declaring April 14th as Global Meetings Industry Day in their respective locations

A Snapshot of Events Around the World

- **MPI Finland** hosted a session on strategic meeting management during the biggest trade fair in Finland.
- **Richmond Region Tourism** hosted a breakfast in honor of the twenty-four local citizens who helped secure meetings and events for the Richmond Region in 2015.
- The **Guatemalan Tourism Board** brought together people from different economic sectors, showing a video about Guatemala's commitment toward the meetings industry, and hosting a press conference.
- **MPI Texas Hill Country Chapter** held a rally at the Capitol steps in Austin and a local press conference followed by a panel discussion with industry leaders.
- **NYC & Company** lit up the Empire State Building in blue and displayed a GMID graphic in Times Square.
- **Visit Buffalo Niagara** and the **Niagara Tourism and Convention Corporation** lit up the waters of Niagara Falls in blue in celebration of GMID.
- **LVCVA, Caesars Entertainment, MGM Resorts International, Wynn Resorts** and **Las Vegas Sands** hosted a panel of industry leaders who discussed the impact of the meetings industry in the city.
- **Visit Phoenix** hosted an educational panel with representatives from the meetings and hotel industry and introductory remarks from elected officials.
- The **Providence Warwick Convention & Visitors Bureau** hosted a client appreciation event along with its Ambassador Awards, which honored Rhode Island Governor Gina Raimondo.